FOR RETAILERS & E-COMMERCE · HAWAII

Private AI for Retail

Your customer list is your business. Keep it that way.

A Hawaii shop's value walks out the door in two places: the card data at the register and the customer list behind the marketing. Coralward secures both and gives owners **private AI over their own numbers**, not a public chatbot's guess.

The systems you run on

Square — POS and payments — the default for boutiques and small shops

Shopify / Shopify POS — store and online selling off one catalog and customer list

Lightspeed — inventory-deep POS for apparel, specialty, and multi-store retail

Clover — POS sold through banks and processors

WooCommerce — self-built web stores — powerful, and only as safe as their plugins

QuickBooks + Mailchimp / Klaviyo — the books, and the customer lists your marketing runs on

Inside those systems: Card payments in store and online, customer names, emails, and addresses, loyalty and gift-card balances, online store accounts, payroll and tax records, and supplier pricing you would not want a competitor to see.

88% of breaches at small and mid-sized businesses involved **ransomware** — the attack that takes the register, the inventory, and the books down together.

Where it can go wrong

- **Account takeover** — reused passwords against Shopify, Square, and QuickBooks logins — often with no MFA — hand over the whole store
- **Checkout skimming & plugin attacks** — outdated web-store plugins are a standing invitation to card-skimming code on your checkout page
- **Shadow AI with your customer list** — staff pasting customer lists and sales reports into public AI to write marketing copy quietly exports your database

What Coral Ward does

— **Cyber Audit & Review** — POS segmentation from guest Wi-Fi and office PCs, an MFA pass on every admin account, and a PCI scope sanity check

— **Private owner reporting** — a local assistant that summarizes your Square/Shopify exports — sales, inventory, trends — without the data leaving your building

— **Follow-up agents** — review responses and customer follow-up drafted on your approved templates, with customer data kept on-premise

THE RULES YOU ANSWER TO

PCI DSS v4.0.1 — applies to any business that accepts cards — most small retailers validate with an annual Self-Assessment Questionnaire · **Hawaii HRS Chapters 487N & 487R** — breach notification to Hawaii residents, and reasonable care when disposing of customer records · **Your processor agreement** — PCI duties arrive through your merchant contract — the card brands enforce them, not a regulator

Begin with a complimentary discovery call

30 minutes with Mo — how AI is already being used in your business, and what it looks like done privately. No obligation.

CORALWARD.COM

Statistic: Verizon, 2025 Data Breach Investigations Report (retail snapshot: system intrusion, social engineering, and web-app attacks = 93% of retail breaches). Coralward is a boutique consultancy; this overview is general information, not legal or compliance advice. © 2026 Coralward, Honolulu, Hawaii.